

least one transducer element located adjacent the display dependent on the orientation of the display; and outputting an audio signal to the at least one transducer element selected.

**[0020]** Determining at least one audio component with an associated location relative to the apparatus display may cause the apparatus to perform determining at least one apparatus state fixing the location relative to the apparatus display for the at least one audio component, wherein determining the location of the at least one audio component may cause the apparatus to perform: determining the apparatus state; and determining the location of the at least one audio component dependent on the orientation of the display and the apparatus state.

**[0021]** The apparatus may be further caused to perform: determining a further orientation of the display; and determining a further location of the at least one audio component with respect to the display based on the further orientation of the display.

**[0022]** Determining the location of the at least one audio component may cause the apparatus to perform: selecting at least one microphone transducer element located adjacent the display dependent on the orientation of the display; and inputting an audio signal from the at least one transducer element selected.

**[0023]** Determining at least one display component with an associated location relative to the apparatus display may cause the apparatus to perform determining at least one apparatus state fixing the location relative to the apparatus display for the at least one display component, wherein determining the location of the at least one display component may cause the apparatus to perform: determining the apparatus state; and determining the location of the at least one display component dependent on the orientation of the display and the apparatus state.

**[0024]** Determining the apparatus state may cause the apparatus to perform at least one of: determining the apparatus call state; determining the apparatus activity state; and determining the apparatus user input state.

**[0025]** The apparatus may be further caused to perform determining the size of the at least one display component on the display dependent on the orientation of the display.

**[0026]** The apparatus may be further caused to perform determining the shape of the at least one display component on the display dependent on the orientation of the display.

**[0027]** The at least one of display component may comprise at least one of: a virtual button; a message image; a virtual transducer image; a virtual speaker image; at least one virtual control button; a virtual microphone image; and a virtual earpiece image.

**[0028]** The apparatus may be further caused to perform: determining at least one further display component with an associated location relative to an apparatus display and the at least one display element; and determining the location of the at least one further display component on the display dependent on the orientation of the display and the at least one display element.

**[0029]** The apparatus may be further caused to perform: determining a further indicator located adjacent to and surrounding the display; and illuminating and/or activating the at least one indicator dependent on the orientation of the display.

**[0030]** According to third aspect there is provided an apparatus comprising: means for determining at least one display component with an associated location relative to an apparatus display; means for determining an orientation of the display;

and means for determining the location of the at least one display component on the display dependent on the orientation of the display.

**[0031]** The apparatus may further comprise: means for determining at least one audio component with an associated location relative to the apparatus display; and means for determining the location of the at least one audio component with respect to the display based on the orientation of the display.

**[0032]** The means for determining the location of the at least one audio component may comprise: means for selecting at least one transducer element located adjacent the display dependent on the orientation of the display; and means for outputting an audio signal to the at least one transducer element selected.

**[0033]** The means for determining at least one audio component with an associated location relative to the apparatus display may comprise means for determining at least one apparatus state fixing the location relative to the apparatus display for the at least one audio component, wherein determining the location of the at least one audio component may comprise: means for determining the apparatus state; and means for determining the location of the at least one audio component dependent on the orientation of the display and the apparatus state.

**[0034]** The apparatus may further comprise: means for determining a further orientation of the display; and means for determining a further location of the at least one audio component with respect to the display based on the further orientation of the display.

**[0035]** The means for determining the location of the at least one audio component may comprise: means for selecting at least one microphone transducer element located adjacent the display dependent on the orientation of the display; and means for inputting an audio signal from the at least one transducer element selected.

**[0036]** The means for determining at least one display component with an associated location relative to the apparatus display may comprise means for determining at least one apparatus state fixing the location relative to the apparatus display for the at least one display component, wherein the means for determining the location of the at least one display component may comprise: means for determining the apparatus state; and means for determining the location of the at least one display component dependent on the orientation of the display and the apparatus state.

**[0037]** The means for determining the apparatus state may comprise at least one of:

**[0038]** means for determining the apparatus call state; means for determining the apparatus activity state; and means for determining the apparatus user input state.

**[0039]** The apparatus may further comprise means for determining the size of the at least one display component on the display dependent on the orientation of the display.

**[0040]** The apparatus may further comprise means for determining the shape of the at least one display component on the display dependent on the orientation of the display.

**[0041]** The at least one of display component may comprise at least one of: a virtual button; a message image; a virtual transducer image; a virtual speaker image; at least one virtual control button; a virtual microphone image; and a virtual earpiece image.

**[0042]** The apparatus may further comprise: means for determining at least one further display component with an associated location relative to an apparatus display and the at